April 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

PRIDE AWARDS 1987

Norman Rozak
Columbia Audio/Video – Highland Park, IL

Erol Onaran
Erol's Inc. – Springfield, VA

Jose "Pepe" Saumat
Kaufman & Roberts – Hialeah, FL

Julius & Sol Kretzer
Kretzer's – Mobile, AL

Adam Levin
Mace Electronics – Erie, PA

Bob Skidmore
Media Concepts/Video Corner – St. Petersburg, FL

Tom Peterson
Tom Peterson's, Inc. – Portland, OR

Jerry Shulman
Wall To Wall Sound & Video – Cinnaminson, NJ

April 1987
Vol. 29, No. 4

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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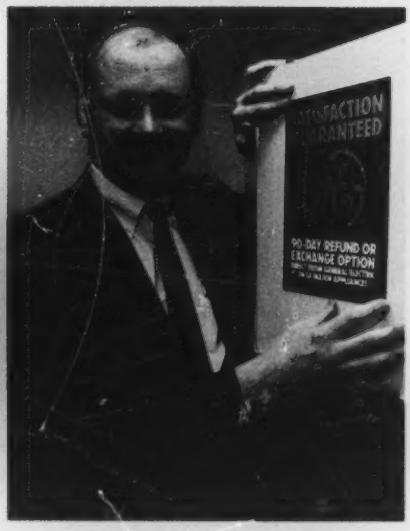

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Kalov

Hackendahl

Robert O'Neil resigns as executive VP of Hitachi Sales Corp. O'Neil will remain on the board of directors. **Irv Fulton** promoted to senior VP.

Wallace Fraser becomes Quasar marketing general manager, a new post. He had been appliance div. general manager.

Dynascan America announces Marantz appointments: **Jerry Kalov** to CEO of Marantz while he remains pres., CEO of Dynascan; **Fred Hackendahl** to pres., COO of Marantz.

Blaupunkt names *Reese Haggott* as consultant on marketing, sales and distribution. Haggott had been VP at Alpine.

Clinton Michaelis named president of Sony Manufacturing Co. of America.

Tom Anderson named national sales and marketing manager for SKC Audio Tape div.; he had been with Kenwood.

Samsung Electronics America appoints **Il Tae Kim** executive VP.

CBS/Fox Video names **Stephen Poe** senior VP, programming and acquisitions. **Leonard White** resigns as CBS/Fox consumer products president to join Orion Home Entertainment as president, COO.

Steve Jarmus becomes international VP, MCA Home Entertainment Group.

Barbara Javitz joins Embassy Home Entertainment as senior VP, programming. Also, **Cathy Doyle** and **Michael Hitchcock** promoted to directors, acquisitions.

National Video appoints **Robert F. Cook** managing director, PPT distribution division.

Sansui Electronics names **Hiro Higashiomori** president, COO, succeeding **Tom Yoda** who will remain on the board of Sansui's U.S. subsidiary.

dbx North America names **A.J. Menozzi** president/general manager.

Menozzi

Donaldson

Nintendo of America names **Bruce Donaldson** VP, sales.

Bill Polich becomes VP, key accounts at HBO/Cannon Video.

Konica U.S.A. names **William Reilly** consumer products unit VP.

Cal Roberts to VP, compact disc marketing at LaserVideo, from senior VP, operations marketing at CBS Records.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
Month and Year-to-date January 1986-1987
(In Units)

	Month & Year-to-date January 1987	Month & Year-to-date January 1986	Percent Change
TELEVISION			
Color	1,363,282	1,322,401	+ 3.1
Monochrome	259,994	333,532	– 22.0
TOTAL TV*	**1,623,276**	**1,655,933**	**– 2.0**
Color TV with Integral MTS** (Built-in stereo)	232,226	221,108	+ 5.0
Projection TV	21,266	24,450	– 13.0
Home VCR	1,149,490	973,763	+ 18.0
Camcorders***	85,933	60,076	+ 43.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in color television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

Dealerscope Merchandising's 65th Annual — Part II

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 65th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This second and final part of the report contains five-year and one-year tables for major appliances, and a market profile.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1986.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1986 vs. 1985. Where a potential respondent disagreed with the 1985 estimate (published in DEALERSCOPE MERCHANDISING's March and April 1986 issues), the respondent was asked for a "corrected" 1985 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 65th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. The manufacturers were not asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

MAJOR APPLIANCES

5 YEAR TABLES

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
AIR TREATMENT APPLIANCES										
Air Cleaners, Electronic, Total	**237**	**108,374**	**226**	**98,710**	**220**	**94,732**	**196**	**82,032**	**178**	**72,354**
Portable (Room-Type)***	73	22,571	70	20,707	69	20,050	61	17,209	55	15,455
Central & Duct-Mounted	164	85,803	156	78,003	151	74,682	135	64,823	123	56,899
Air Conditioners, Room	**2,694**	**1,142,238**	**2,900**	**1,285,860**	**2,929**	**1,293,534**	**1,829**	**804,522**	**2,505**	**1,069,843**
Dehumidifiers	**550**	**92,646**	**586**	**106,265**	**587**	**107,198**	**437**	**79,643**	**435**	**77,776**
Total Air Treatment	**3,481**	**1,343,258**	**3,712**	**1,490,835**	**3,736**	**1,495,464**	**2,462**	**966,197**	**3,118**	**1,219,973**
KITCHEN APPLIANCES										
CLEANUP APPLIANCES										
Dishwashers, Total	**3,824**	**1,541,546**	**3,512**	**1,416,284**	**3,428**	**1,367,743**	**3,054**	**1,205,383**	**2,181**	**845,096**
Portable	247	104,017	249	106,059	245	102,3[illegible]	267	113,771	235	98,754
Undercounter & Other	3,577	1,437,529	3,263	1,310,225	3,183	1,265,433	2,787	1,091,612	1,946	747,342
Disposers, Food Waste	**4,196**	**494,037**	**4,068**	**468,715**	**4,052**	**465,939**	**3,514**	**395,009**	**2,693**	**293,052**
Trash Compactors	**187**	**61,193**	**175**	**55,312**	**178**	**55,159**	**152**	**46,406**	**145**	**42,689**
COOKING APPLIANCES										
Microwave Ovens, Total	**12,658**	**3,600,951**	**10,633**	**3,468,407**	**9,020**	**3,262,151**	**6,006**	**2,586,182**	**4,201**	**1,979,006**
Countertop Only	11,010	2,719,784	9,163	2,594,870	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098
Over-the-Range Only	1,005	356,123	900	348,345	783	336,807	570	281,757	460	250,978
Combination Units	278	304,657	314	322,885	309	317,496	290	297,420	245	247,930
Microwave/Convection	365	220,387	256	202,307	228	184,966	195	174,194	162	153,000
Ranges, Electric, Total†	**3,532**	**1,589,181**	**3,218**	**1,517,307**	**3,164**	**1,476,969**	**2,839**	**1,299,044**	**2,041**	**901,755**
Freestanding†	2,701	1,258,521	2,550	1,216,707	2,503	1,182,467	2,210	1,021,573	1,590	706,707
All Other†	831	330,660	668	300,600	661	294,502	629	277,471	451	195,048
Ranges, Gas, Total	**1,895**	**880,755**	**1,807**	**821,371**	**1,736**	**785,236**	**1,578**	**694,995**	**1,383**	**584,773**
Freestanding†	1,700	761,628	1,620	710,143	1,536	666,655	1,395	588,969	1,220	493,844
High-Oven	90	67,241	86	63,038	93	68,033	87	61,910	78	53,371
Built-In†	105	51,886	101	48,190	107	50,548	96	44,116	85	37,558

*** Retailing for $200 or more

† Includes microwave oven combinations

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
KITCHEN APPLIANCES *(Continued)*										
Ranges, Smoothtop	**91**	**61,432**	**86**	**55,847**	**94**	**60,437**	**104**	**65,879**	**103**	**63,654**
REFRIGERATOR/FREEZER										
Freezers (10 cu. ft. & over), Total	**1,154**	**517,842**	**1,140**	**546,095**	**1,114**	**544,515**	**1,166**	**568,077**	**1,290**	**621,105**
Chest	612	266,173	585	269,311	572	268,697	617	289,256	719	335,399
Upright	542	251,669	555	276,784	542	275,818	549	278,821	571	285,706
Refrigerators (6.5 cu. ft. & over)	**6,284**	**4,299,932**	**5,874**	**4,121,081**	**5,731**	**4,000,754**	**5,255**	**3,607,137**	**4,365**	**2,937,470**
(- Duplication)‡	(369)	(366,089)	(400)	(378,732)	(403)	(377,933)	(394)	(363,299)	(348)	(311,584)
Total Kitchen Appliances	**33,452**	**12,680,780**	**30,113**	**12,091,687**	**28,114**	**11,640,970**	**23,274**	**10,104,813**	**18,054**	**7,958,016**
HOME LAUNDRY										
Dryers, Total (25" or more in width)	**4,114**	**1,451,821**	**3,701**	**1,325,534**	**3,484**	**1,259,351**	**3,111**	**1,102,076**	**2,612**	**897,860**
Electric	3,181	1,103,075	2,871	1,011,080	2,734	972,566	2,456	856,530	2,026	682,681
Gas	933	348,746	830	314,454	750	286,785	655	245,546	586	215,179
Washers (25 in. or more in width)	**5,430**	**2,379,867**	**4,925**	**2,230,502**	**4,711**	**2,154,404**	**4,315**	**1,931,793**	**3,791**	**1,640,534**
Automatic & Semi-Automatic	5,397	2,370,767	4,888	2,220,423	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492
Wringer & Spinner	33	9,100	37	10,079	38	10,198	51	13,633	77	20,042
Total Home Laundry	**9,544**	**3,831,688**	**8,626**	**3,556,036**	**8,195**	**3,413,755**	**7,426**	**3,033,869**	**6,403**	**2,538,394**
COMPACT APPLIANCES										
Refrigerators (under 6.5 cu. ft.)	**647**	**136,283**	**783**	**167,241**	**602**	**126,059**	**568**	**116,605**	**493**	**99,714**
Freezers (under 10 cu. ft.)	**243**	**74,168**	**237**	**73,055**	**247**	**77,691**	**242**	**74,626**	**225**	**69,593**
Washers (under 25 in. in width)	**312**	**97,042**	**303**	**92,236**	**293**	**88,310**	**278**	**83,622**	**252**	**74,315**
Dryers (under 25 in. in width)	**198**	**67,408**	**189**	**66,394**	**183**	**63,649**	**171**	**59,238**	**166**	**56,379**
Total Compact Appliances	**1,400**	**374,901**	**1,512**	**398,926**	**1,325**	**355,709**	**1,259**	**334,091**	**1,136**	**300,001**

‡ Microwave oven combinations and smoothtop ranges

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From a simple cooktop to the most innovative top-of-the-line electronic range, Whirlpool offers you a complete array of cooking products to sell. Over one hundred in all. And since so many of your customers prefer quality Whirlpool® appliances, you're ready to make almost any sale when you carry the Whirlpool demand line.

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And make your world a little easier.

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Whirlpool Home Appliances

Making your world a little easier.

IMPORTS/EXPORTS

MAJOR APPLIANCE IMPORTS

Products	1986* Number Imported (000)	1986* Value** ($000)	1985 Number Imported (000)	1985 Value** ($000)	1984 Number Imported (000)	1984 Value** ($000)	1983 Number Imported (000)	1983 Value** ($000)	1982 Number Imported (000)	1982 Value** ($000)
Freezers	143	20,197	35	4,129	96	21,973	80	16,710	88	14,626
Microwave Ovens	8,191	723,349	12,681	775,578	4,471	559,142	2,472	341,177	1,108	197,571
Refrigerator/Freezer Combination (under 6.5 cu. ft.)	998	65,692	997	61,763	705	50,146	462	31,599	430	29,443
Refrigerator/Freezer Combination (6.5-9.5 cu. ft.)	49	7,066	50	7,174	135	10,424	103	7,339	62	4,961
Refrigerator/Freezer Combination (9.5-13.5 cu. ft.)	133	26,823	142	26,559	217	29,713	208	25,481	114	15,625
Refrigerator/Freezer Combination (13.5 cu. ft. & over)	32	12,756	24	9,887	15	4,672	10	3,651	2	696
Total Refrigerator/Freezer Combination	**1,212**	**112,337**	**1,213**	**105,383**	**1,072**	**94,355**	**783**	**68,070**	**608**	**50,725**

*Through November

**Dollars paid by importers excluding duty, freight, insurance, etc.

SOURCE: U.S. Dept. of Commerce Bureau of the Census

MAJOR APPLIANCE EXPORTS

Products	1986* Number Exported (000)	1986* Value** ($000)	1985 Number Exported (000)	1985 Value** ($000)	1984 Number Exported (000)	1984 Value** ($000)	1983 Number Exported (000)	1983 Value** ($000)	1982 Number Exported (000)	1982 Value** ($000)
Dishwashers	34	12,350	37	12,465	62	15,330	63	15,409	52	13,146
Dryers	50	14,773	45	13,058	53	14,081	48	11,582	48	12,226
Freezers	15	7,311	17	7,544	24	10,657	26	12,766	30	15,558
Microwave Ovens	250	43,138	190	35,193	156	34,782	87	21,636	69	19,328
Ranges, Electric	29	9,937	40	14,719	46	16,233	56	17,604	81	27,901
Refrigerators	110	60,879	102	55,752	148	80,808	188	100,976	247	129,154
Room Air Conditioners	45	16,901	53	20,894	96	35,108	181	66,910	389	144,729
Washers, Automatic	130	41,458	100	31,918	104	31,586	115	34,726	129	39,038
Washers, Other	6	1,730	16	4,167	29	7,521	28	7,052	21	5,701

*Through November

** Manufacturers' value plus freight and insurance

SOURCE: U.S. Dept. of Commerce Bureau of the Census

THE DEMAND LINE

AIR TREATMENT

Air Conditioners

Based on 2,694,000 units for '86 and 2,900,000 for '85

Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped
	1986	1985	1986/85
High E.E.R. (7.5 & over)	65.7	57.4	+ 6.3
Low E.E.R. (under 7.5)	34.3	42.6	– 25.2
Total	100.0	100.0	– 7.1

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Regular	84.6	87.0	– 9.7
Casement	3.1	3.2	– 10.0
Through-the-Wall	12.3	9.8	+ 16.6
Total	100.0	100.0	– 7.1

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under 7,000 BTUs	34.4	33.7	– 5.2
7,000-10,999 BTUs	29.1	29.3	– 7.7
11,000-19,999 BTUs	26.8	27.7	– 10.1
20,000 BTUs & over	9.7	9.3	– 3.1
Total	100.0	100.0	– 7.1

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $150	4.2	2.3	+ 69.6
$151-$250	22.9	25.2	– 15.6
$251-$350	27.2	27.2	– 7.1
$351-$450	23.9	25.2	– 11.9
$451-$550	11.5	10.5	+ 1.7
$551-$650	4.9	4.5	+ 1.2
$651-$750	2.5	2.3	+ 1.0
Over $750	2.9	2.8	– 3.8
Total	100.0	100.0	– 7.1

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	38.8	27.4	+ 31.5
Builder/Contractor	2.4	4.0	– 44.3
Catalog Showroom	1.8	3.0	– 44.3
Catalog Store	20.9	22.4	– 13.3
Department Store	8.3	9.6	– 19.7
Discount Store	18.8	27.6	– 36.7
Furniture Store	1.6	1.5	– 17.4
Home Improvement Center	1.9	2.4	– 26.5
Kitchen Remodeler	0.4	1.0	– 62.8
Price Club	0.2	—	—
Wholesale Club	0.3	—	—
Other	4.6	0.8	+ 434.2
Total	100.0	100.0	– 7.1

HOME LAUNDRY APPLIANCES

Washers

Based on 5,430,000 units for '86 and 4,925,000 for '85

Washer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	36.3	34.4	+ 16.3
Avocado	0.8	0.3	+ 194.0
Coffee	0.4	0.3	+ 47.0
Harvest Gold	2.8	2.3	+ 34.2
Sand/Toast	0.2	0.3	– 26.5
Wheat	0.3	0.0	—
White	59.2	62.4	+ 4.6
Total	100.0	100.0	+ 10.3

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	1.7	2.0	– 6.3
$200-$250	2.3	3.0	– 15.5
$251-$300	18.8	9.0	+ 130.3
$301-$350	12.3	14.0	– 3.1
$351-$400	19.2	24.5	– 13.6
$401-$500	30.0	28.0	+ 18.1
Over $500	15.7	19.5	– 11.2
Total	100.0	100.0	+ 10.3

KITCHEN APPLIANCES: CLEANUP

Dishwashers

Based on 3,824,000 units for '86 and 3,512,000 for '85

Dishwasher shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	6.5	4.8	+ 47.4
Other	93.5	95.2	+ 6.9
Total	100.0	100.0	+ 8.9

Dishwasher shipments by type of controls

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	13.2	18.6	– 22.7
Black	3.9	—	—
Harvest Gold	1.1	1.0	+ 19.8
Sand/Toast	0.1	0.2	– 45.6
Wheat	1.1	1.0	+ 19.8
White	7.0	8.4	– 9.3
Wood Grain	0.3	0.8	– 59.2
Multipanel Packages	73.3	70.0	+ 14.0
Total	100.0	100.0	+ 8.9

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	27.8	25.5	+ 18.7
Builder/Contractor	27.6	28.8	+ 4.3
Catalog Showroom	0.8	1.0	– 12.9
Catalog Store	20.4	27.3	– 18.6
Department Store	1.8	1.0	+ 96.0
Discount Store	4.5	5.5	– 10.9
Furniture Store	1.3	1.2	+ 18.0
Home Improvement Center	2.2	3.5	– 31.6
Kitchen Remodeler	10.6	5.2	+ 122.0
Plumbing Contractor	1.3	1.0	+ 41.5
Other	1.7	0.0	—
Total	100.0	100.0	+ 8.9

Built-in dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $250	6.1	6.0	+ 11.5
$250-$299	13.9	15.0	+ 1.6
$300-$349	19.9	23.3	– 6.4
$350-$399	20.5	18.0	+ 24.8
$400-$450	14.1	16.4	– 5.8
Over $450	25.5	21.3	+ 31.2
Total	100.0	100.0	+ 9.6

Based on 3,577,000 units for '86 and 3,263,000 for '85

Portable dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $250	9.4	9.5	– 1.8
$250-$299	16.8	17.0	– 2.0
$300-$349	24.4	24.5	– 1.2
$350-$399	20.0	22.0	– 9.8
$400-$450	13.2	14.5	– 9.7
Over $450	16.2	12.5	+ 28.6
Total	100.0	100.0	– 0.8

Based on 247,000 units for '86 and 249,000 for '85

U-Line has the Capacity to do More than Make Ice.

The U-Line Combo 65A Ice Cube Maker/Refrigerator is the perfect addition to your home, office, or summer home. Not only does it make all the ice you need for entertaining, but also offers 4.2 cubic feet of refrigerator space — all in a handsome compact unit. And, because no drain is required, your Combo 65A fits anywhere you have electricity and a water connection.

- Compact Size: 34½"H x 23⅞"W x 24"D.
- Capacity: Makes up to 1,025 cubes (22.5 lbs.) per day. Stores 600 cubes (13 lbs.) Refrigerator - 4.2 cu. ft.
- Adjustable shelves with right or left hand door.
- Interior light.
- Easy to install in free-standing, recessed, or under-the-counter locations.
- Door frame designed to allow insertion of ¼" decor-matching wood panel.
- Shipping Weight: 123 lbs.

U-LINE CORPORATION
8900 N. 55th St., Milw., WI 53223
414/354-0300 Telex 260 386
Making An Ice Idea Better

65TH ANNUAL STATISTICAL & MARKETING REPORT — PART II

Washer shipments by capacity

	% of shipments		% change in units shipped
	1986	1985	1986/85
12 lb. & under	17.5	15.5	+24.5
14 lb.	13.5	13.0	+14.5
16 lb.	18.0	19.5	+ 1.8
18 lb. & over	51.0	52.0	+ 8.1
Total	100.0	100.0	+10.3

Washer shipments by internal control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	7.3	11.0	−26.8
Mechanical	92.7	89.0	+14.8
Total	100.0	100.0	+10.3

Washer shipments by portability

	% of shipments		% change in units shipped
	1986	1985	1986/85
Portable	4.5	4.5	+10.3
Not Portable	95.5	95.5	+10.3
Total	100.0	100.0	+10.3

Washer shipments by number of cycles

	% of shipments		% change in units shipped
	1986	1985	1986/85
1-2 Cycles	25.5	26.3	+ 6.9
3-4 Cycles	74.5	73.7	+11.5
Total	100.0	100.0	+10.3

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	32.8	31.0	+16.7
Builder/Contractor	3.9	4.0	+ 7.5
Catalog Showroom	1.1	2.0	−39.4
Catalog Store	42.2	44.0	+ 5.7
Department Store	5.5	7.5	−19.1
Discount Store	7.2	7.5	+ 5.8
Furniture Store	3.1	4.0	−14.6
Other	4.2	0.0	—
Total	100.0	100.0	+10.3

Dryers

Based on 4,114,000 units for '86 and 3,701,000 for '85

Dryer shipments by internal control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Electronic Solid-State	7.3	11.0	−26.2
Mechanical	92.7	89.0	+15.8
Total	100.0	100.0	+11.2

Dryer shipments by number of cycles

	% of shipments		% change in units shipped
	1986	1985	1986/85
1-2 Cycles	38.5	28.3	+51.2
3-4 Cycles	61.5	71.7	− 4.7
Total	100.0	100.0	+11.2

Dryer shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Automatic Fabric Settings	76.2	77.7	+ 9.0
Time-Dry	23.8	22.3	+18.6
Total	100.0	100.0	+11.2

Dryer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	3.1	5.0	−31.1
$200-$250	4.7	7.5	−30.3
$251-$300	19.7	19.5	+12.3
$301-$350	31.0	27.0	+27.6
$351-$400	20.5	19.0	+19.9
$401-$500	13.3	12.5	+18.3
Over $500	7.7	9.5	− 9.9
Total	100.0	100.0	+11.2

Dryer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	38.1	36.3	+ 16.7
Avocado	0.8	0.3	+196.4
Coffee	0.4	0.3	+ 48.2
Harvest Gold	2.8	2.3	+ 35.3
Wheat	0.3	0.0	—
White	57.6	60.8	+ 5.3
Total	100.0	100.0	+ 11.2

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	32.2	30.5	+17.4
Builder/Contractor	4.3	4.5	+ 6.2
Catalog Showroom	2.5	4.0	−30.5
Catalog Store	42.8	42.5	+11.9
Department Store	5.3	7.5	−21.4
Discount Store	7.1	7.5	− 5.2
Furniture Store	2.6	3.5	−17.4
Other	3.2	0.0	—
Total	100.0	100.0	+11.2

KITCHEN APPLIANCES: COOKING

Microwave Ovens

Microwave oven sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	28.5	30.0	+13.1
Builder/Contractor	1.2	1.5	− 4.8
Catalog Showroom	2.6	2.5	+23.8
Catalog Store	30.9	38.5	− 4.5
Department Store	7.9	5.5	+71.0
Discount Store	13.6	13.5	+19.9
Furniture Store	2.3	2.5	+ 9.5
Home Improvement Center	0.6	1.0	−28.6
Kitchen Remodeler	1.1	1.5	−12.7
Microwave Specialty Store	2.6	3.5	−11.6
Price Club/Wholesale Club	1.5	—	—
Other	7.2	0.0	—
Total	100.0	100.0	+19.0

Based on 12,658,000 units for '86 and 10,633,000 for '85

Microwave/convection oven shipments by type of unit

	% of shipments		% change in units shipped
	1986	1985	1986/85
Countertop	82.9	79.7	+48.3
Full Range Size	17.1	20.3	+20.1
Total	100.0	100.0	+42.6

Based on 365,000 units for '86 and 256,000 for '85

Countertop microwave oven shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $200	43.1	25.0	+107.2
$200-$249	17.0	13.5	+ 51.3
$250-$299	14.6	19.5	− 10.0
$300-$349	8.5	14.0	− 27.0
$350-$399	5.5	10.0	− 33.9
$400-$499	8.4	11.5	− 12.2
$500-$600	2.1	2.5	+ 0.9
Over $600	0.8	4.0	− 76.0
Total	100.0	100.0	+ 20.2

Based on 11,010,000 units for '86 and 9,163,000 for '85

Countertop microwave oven shipments by size range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Less than 0.5 cu. ft.	15.1	14.5	+25.1
0.5-0.7 cu. ft.	23.1	21.1	+31.5
0.8-1.0 cu. ft.	25.3	24.0	+26.7
1.1-1.3 cu. ft.	19.7	21.5	+ 10.1
1.4 cu. ft. & over	16.8	18.9	+ 6.8
Total	100.0	100.0	+20.2

Based on 11,010,000 units for '86 and 9,163,000 for '85

Ranges

Range shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	58.9	57.3	+11.0
Avocado	0.5	0.7	−22.9
Black	6.3	—	—
Coffee	0.3	0.7	−53.7
Coppertone	0.3	1.0	−67.6
Harvest Gold	2.5	3.3	−18.2
Sand/Toast	0.2	1.0	−78.4
Silver/Platinum	0.2	1.0	−78.4
Wheat	0.5	1.0	−46.0
White	25.0	21.3	+26.8
Other	5.3	11.7	−54.9
Total	100.0	100.0	+ 8.0

Based on 5,427,000 units for '86 and 5,025,000 for '85

Smoothtop Ranges

Smoothtop range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	45.0	45.0	+5.8
Builder/Contractor	5.5	6.0	−3.0
Catalog Showroom	0.5	0.5	+5.8
Catalog Store	21.0	20.5	+8.4
Department Store	5.5	5.5	+5.8
Discount Store	0.5	0.5	+5.8
Furniture Store	2.0	2.0	+5.8
Home Improvement Center	2.0	2.0	+5.8
Kitchen Remodeler	17.0	17.0	+5.8
Other	1.0	1.0	+5.8
Total	100.0	100.0	+5.8

Based on 91,000 units for '86 and 86,000 for '85

Electric Ranges

Based on 3,532,000 units for '86 and 3,218,000 for '85

Electric range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1986	1985	1986/85
Accept Options	9.5	12.8	−18.5
Do Not Accept Options	90.5	87.2	+13.9
Total	100.0	100.0	+ 9.8

Electric range shipments with double oven

	% of shipments		% change in units shipped
	1986	1985	1986/85
Double-Oven	14.3	19.3	−18.7
Other	85.7	80.7	+16.6
Total	100.0	100.0	+ 9.8

Electric range shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
24 in. & under	4.2	4.5	+ 2.4
30 in.	93.4	93.2	+10.0
36 in.	1.3	1.4	+ 1.9
40 in.	1.1	0.9	+34.1
Total	100.0	100.0	+ 9.8

Electric range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	33.6	35.4	+ 4.2
Builder/Contractor	14.1	13.7	+ 13.0
Catalog Showroom	1.2	1.3	+ 1.3
Catalog Store	25.6	28.4	− 1.1
Department Store	2.2	2.3	+ 5.0
Discount Store	2.7	2.3	+ 28.8
Furniture Store	3.5	3.0	+ 28.1
Home Improvement Center	2.6	3.3	− 13.5
Kitchen Remodeler	8.9	9.3	+ 5.0
Other	5.6	1.0	+514.6
Total	100.0	100.0	+ 9.8

Electric Ranges *(Continued)*

Based on 3,532,000 units of '86 and 3,218,000 for '85

Electric range shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Freestanding	73.0	79.3	+ 1.0
Slide-In	4.7	4.6	+12.1
Drop-In	7.1	3.9	+99.8
Cooktop	8.2	6.5	+38.5
Built-In Wall Oven	7.0	5.7	+34.8
Total	100.0	100.0	+ 9.8

Electric range shipments by cleaning system

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Self-Cleaning Ovens	59.7	42.0	+56.0
With Continuous-Clean Ovens	12.1	18.2	–27.0
Without Cleaning Systems	28.2	39.8	– 22.2
Total	100.0	100.0	+ 9.8

Gas Ranges

Based on 1,895,000 units for '86 and 1,807,000 for '85

Gas range shipments by cleaning system

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Self-Cleaning Ovens	16.1	12.6	+34.0
With Continuous-Clean Ovens	25.9	30.4	– 10.7
Without Cleaning Systems	58.0	57.0	+ 6.7
Total	100.0	100.0	+ 4.9

Gas range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1986	1985	1986/85
Accept Options	3.5	4.9	– 25.1
Do Not Accept Options	96.5	95.1	+ 6.4
Total	100.0	100.0	+ 4.9

Gas range shipments with double oven

	% of shipments		% change in units shipped
	1986	1985	1986/85
Double Oven	12.7	16.3	– 18.3
Other	87.3	83.7	+ 9.4
Total	100.0	100.0	+ 4.9

Gas range shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
24 in. & under	8.5	9.0	– 1.0
30 in.	82.0	81.0	+ 6.2
36 in.	2.5	3.0	– 12.6
40 in.	7.0	7.0	+ 4.9
Total	100.0	100.0	+ 4.9

Gas range sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	42.0	41.0	+ 7.4
Builder/Contractor	8.0	9.0	– 6.8
Catalog Showroom	1.3	2.0	– 31.8
Catalog Store	31.7	30.0	+ 10.8
Department Store	1.3	2.0	– 31.8
Discount Store	7.7	3.0	+169.2
Furniture Store	3.0	7.0	– 55.1
Home Improvement Center	1.3	1.0	+ 36.3
Kitchen Remodeler	3.3	4.0	– 13.4
Other	0.4	1.0	– 58.1
Total	100.0	100.0	+ 4.9

KITCHEN APPLIANCES: REFRIGERATORS/ FREEZERS

Refrigerators

Based on 5,284,000 units for '86 and 5,874,000 for '85

Refrigerator shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
6.5-11 cu. ft.	5.8	7.0	– 11.4
12-13 cu. ft.	5.4	6.2	– 6.8
14-15 cu. ft.	19.9	23.6	– 9.8
16-17 cu. ft.	20.5	22.9	– 4.2
18-19 cu. ft.	23.9	19.4	+31.8
20-21 cu. ft.	12.7	11.5	+ 18.1
22 cu. ft. or more	11.8	9.4	+34.3
Total	100.0	100.0	+ 7.0

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1986	1985	1986/85
No-Frost	89.2	89.0	+7.2
All Others	10.8	11.0	+5.0
Total	100.0	100.0	+7.0

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped
	1986	1985	1986/85
Top-Mount	76.0	79.1	+ 2.8
Bottom-Mount	1.9	1.7	+19.6
Side-by-Side	17.4	13.5	+37.9
Single Door	4.7	5.7	– 11.8
Total	100.0	100.0	+ 7.0

Refrigerator shipments with energy-saving devices

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Energy-Saving Devices	91.0	91.0	+7.0
Without Energy-Saving Devices	9.0	9.0	+7.0
Total	100.0	100.0	+7.0

Refrigerator shipments with automatic ice makers

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Ice Makers	16.8	14.5	+23.9
Without Ice Makers	83.2	85.5	+ 4.1
Total	100.0	100.0	+ 7.0

Refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $300	5.3	5.0	+13.4
$300-$399	9.9	10.3	+ 2.8
$400-$499	13.8	16.0	– 7.7
$500-$649	28.1	26.4	+ 5.8
$650-$799	20.3	19.3	+12.5
$800-$1,000	13.7	12.7	+15.4
Over $1,000	8.9	8.3	+14.7
Total	100.0	100.0	+ 7.0

Refrigerator shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	60.1	57.7	+11.4
Avocado	0.7	1.0	– 25.1
Coffee	0.8	1.0	– 14.4
Coppertone	0.1	0.3	– 64.3
Harvest Gold	3.8	4.3	– 5.5
Sand/Toast	0.2	0.3	– 28.7
Wheat	0.7	1.0	– 25.1
White	33.1	33.7	+ 5.1
Wood Grain	0.5	0.7	– 23.6
Total	100.0	100.0	+ 7.0

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	36.0	33.2	+16.0
Builder/Contractor	13.3	13.7	+ 3.9
Catalog Showroom	1.2	0.7	+83.4
Catalog Store	30.9	31.7	+ 4.3
Department Store	3.9	4.0	+ 4.3
Discount Store	4.1	4.7	– 6.7
Furniture Store	2.9	4.7	– 34.0
Home Improvement Center	3.5	3.0	+24.8
Kitchen Remodeler	3.3	3.3	+ 7.0
Price Club	0.3	—	—
Wholesale Club	0.3	—	—
Other	0.3	1.0	– 67.9
Total	100.0	100.0	+ 7.0

Refrigerator (top-mount freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Through-the-Door Options	5.0	5.0	+2.8
Without Through-the-Door Options	95.0	95.0	+2.8
Total	100.0	100.0	+2.8

Based on 4,774,000 units for '86 and 4,646,000 for '85

Refrigerator (side-by-side freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Through-the-Door Options	29.5	29.0	+40.2
Without Through-the-Door Options	70.5	71.0	+36.9
Total	100.0	100.0	+37.8

Based on 1,093,000 units for '86 and 793,000 for '85

Freezers

Based on 1,154,000 units for '86 and 1,140,000 for '85

Freezer shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
10-14 cu. ft.	17.9	17.9	+ 1.2
15 cu. ft.	27.8	26.6	+ 5.8
16-17 cu. ft.	16.1	16.9	– 3.6
18-19 cu. ft.	11.9	10.4	+15.8
20 cu. ft. or more	26.3	28.2	– 5.6
Total	100.0	100.0	+ 1.2

Freezer shipments by defrosting system

	% of shipments		% change in units shipped
	1986	1985	1986/85
No-Frost	6.1	6.0	+2.9
All Others	93.9	94.0	+1.1
Total	100.0	100.0	+1.2

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $300	27.5	27.1	+ 2.7
$300-$399	34.5	36.3	– 3.8
$400-$499	22.5	24.0	– 5.1
$500-$600	8.8	8.3	+ 7.3
Over $600	6.7	4.3	+57.7
Total	100.0	100.0	+ 1.2

Freezer shipments by color

	% of shipments		% change in units shipped
	1986	1985	1986/85
Almond	20.3	20.5	+ 0.2
White	79.0	78.5	+ 1.9
Wood Grain	0.7	1.0	– 29.1
Total	100.0	100.0	+ 1.2

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	18.6	17.3	+ 8.8
Builder/Contractor	0.5	0.7	– 27.7
Catalog Store	50.6	51.0	+ 0.4
Department Store	8.9	11.3	– 20.3
Discount Store	10.2	13.0	– 20.6
Furniture Store	3.7	3.0	+ 24.8
Home Improvement Center	1.7	2.0	– 14.0
Kitchen Remodeler	0.7	1.0	– 29.1
Other	5.1	0.7	+ 637.5
Total	100.0	100.0	+ 1.2

COMPACT APPLIANCES

Compact Refrigerators

Based on 647,000 units for '86 and 783,000 for '85

Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $120	34.3	32.5	– 12.8
$120-$149	29.7	27.5	– 10.8
$150-$180	24.0	27.5	– 27.9
Over $180	12.0	12.5	– 20.7
Total	100.0	100.0	– 17.4

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
2 cu. ft.	27.5	27.5	– 17.4
3 cu. ft.	9.5	9.5	– 17.4
4.5 cu. ft.	40.5	40.5	– 17.4
4.6-6.4 cu. ft.	22.5	22.5	– 17.4
Total	100.0	100.0	– 17.4

Compact Freezers

Based on 243,000 units for '86 and 237,000 for '85

Compact freezer shipments by retail price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $190	7.5	10.0	– 2.3
$190-$210	27.5	25.0	+ 3.2
$211-$240	38.8	37.5	+ 2.3
$241-$280	17.0	19.0	– 1.6
Over $280	9.2	8.5	+ 0.9
Total	100.0	100.0	+ 2.5

Compact freezer shipments by size

	% of shipments		% change in units shipped
	1986	1985	1986/85
4 cu. ft.	11.3	12.5	– 0.9
5-6 cu. ft.	25.0	25.0	+ 0.6
7-8 cu. ft.	27.7	30.5	– 2.1
9-9.9 cu ft.	36.0	32.0	+ 5.3
Total	100.0	100.0	+ 2.5

MARKET PROFILES

RESIDENTIAL

Third Quarter '86

SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)

	Number	Percent Change 86/85
New England	**4,933,892**	**+ 2.3**
Connecticut	1,222,732	+ 2.0
Maine	521,286	+ 3.5
Massachusetts	2,155,828	+ 1.6
New Hampshire	437,106	+ 5.1
Rhode Island	360,412	+ 1.6
Vermont	236,528	+ 2.6
Middle Atlantic	**13,140,268**	**+ 1.3**
New Jersey	2,726,292	+ 2.0
New York	6,007,166	+ 1.1
Pennsylvania	4,406,810	+ 1.1
East North Central	**15,571,306**	**+ 0.9**
Illinois	4,190,594	+ 0.7
Indiana	1,996,495	+ 1.1
Michigan	3,476,567	+ 1.1
Ohio	4,011,378	+ 0.9
Wisconsin	1,896,272	+ 1.2
West North Central	**7,091,559**	**+ 1.2**
Iowa	1,109,594	+ 0.1
Kansas	1,153,994	+ 1.6
Minnesota	1,648,081	+ 1.2
Missouri	2,013,864	+ 1.8
Nebraska	631,803	+ 1.3
North Dakota	258,309	+ 0.4
South Dakota	275,914	+ 0.8
South Atlantic	**16,280,675**	**+ 3.2**
Delaware	253,303	+ 4.2
District of Columbia	182,770	+ 1.4
Florida	5,047,336	+ 3.8
Georgia	2,488,394	+ 3.1
Maryland	1,561,142	+ 2.9
North Carolina	2,640,429	+ 3.8
South Carolina	1,300,195	+ 2.7

FARM RESIDENTIAL

SOURCE: U.S. Department of Agriculture

	Number	Percent Change 86/85
New England	**28,264**	**– 0.7**
Connecticut	3,762	+ 0.3
Maine	7,722	+ 0.3
Massachusetts	5,940	– 0.2
New Hampshire	3,168	– 5.7
Rhode Island	742	+ 0.3
Vermont	6,930	– 0.3
Middle Atlantic	**105,732**	**– 4.4**
New Jersey	8,217	– 4.6
New York	41,580	– 6.7
Pennsylvania	55,935	– 2.6
East North Central	**392,040**	**– 2.4**
Illinois	86,130	– 3.2
Indiana	77,220	– 3.7
Michigan	60,390	– 3.1
Ohio	87,120	– 1.1
Wisconsin	81,180	– 1.2
West North Central	**507,491**	**– 2.1**
Iowa	107,910	– 1.8
Kansas	69,230	– 2.8
Minnesota	92,070	– 3.1
Missouri	113,850	—
Nebraska	56,430	– 3.4
North Dakota	32,505	– 3.0
South Dakota	35,496	– 2.8
South Atlantic	**276,670**	**– 3.3**
Delaware	3,165	– 8.3
District of Columbia	—	—
Florida	38,610	—
Georgia	48,510	– 2.0
Maryland	16,830	– 5.4
North Carolina	72,270	– 4.0
South Carolina	27,142	—

HOUSING PERMITS

Projected from 11 months

SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)

	Number	Percent Change 86/85
New England	**110,307**	**+ 11.9**
Connecticut	27,259	+ 12.0
Maine	9,333	+ 20.1
Massachusetts	44,510	+ 10.0
New Hampshire	17,090	+ 2.9
Rhode Island	7 '31	+ 32.7
Vermont	4,984	+ 23.3
Middle Atlantic	**174,157**	**+ 4.5**
New Jersey	58,993	+ 0.0
New York	59,417	– 5.6
Pennsylvania	55,747	+ 24.6
East North Central	**196,939**	**+ 28.3**
Illinois	52,857	+ 38.1
Indiana	30,805	+ 31.6
Michigan	47,446	+ 26.0
Ohio	43,441	+ 25.4
Wisconsin	22,390	+ 14.5
West North Central	**96,014**	**+ 13.1**
Iowa	6,023	+ 13.2
Kansas	12,818	– 0.9
Minnesota	33,635	+ 16.3
Missouri	33,769	+ 22.4
Nebraska	6,150	+ 22.5
North Dakota	1,609	– 40.3
South Dakota	2,010	– 16.1
South Atlantic	**478,483**	**– 3.4**
Delaware	5,406	+ 16.2
District of Columbia	445	– 24.6
Florida	189,659	– 8.0
Georgia	76,494	+ 2.0
Maryland	42,791	– 0.6
North Carolina	63,007	– 7.5
South Carolina	26,688	– 15.1

MARKET PROFILES *(Continued)*

RESIDENTIAL Third Quarter '86	Number	Percent Change 86/85
SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)		
East South Central	**5,885,959**	**+ 0.7**
Alabama	1,678,716	+ 1.3
Kentucky	1,410,032	+ 1.0
Mississippi	966,761	+ 0.7
Tennessee	1,830,450	+ 0.0
West South Central	**10,146,169**	**+ 1.5**
Arkansas	950,909	+ 1.5
Louisiana	1,633,325	+ 0.0
Oklahoma	1,318,377	– 0.4
Texas	6,243,558	+ 2.3
Mountain	**4,968,244**	**+ 4.5**
Arizona	1,276,135	+ 10.9
Colorado	1,320,264	+ 2.3
Idaho	382,480	+ 1.2
Montana	336,584	+ 0.2
Nevada	383,623	+ 4.8
New Mexico	535,492	+ 4.2
Utah	531,252	+ 3.0
Wyoming	202,414	+ 0.8
Pacific	**12,770,350**	**+ 2.1**
Alaska	190,949	– 0.9
California	9,449,122	+ 2.9
Hawaii	288,207	+ 2.3
Oregon	1,062,069	+ 0.9
Washington	1,780,003	– 0.6
TOTAL U.S.A.	**90,788,422**	**+ 1.9**

FARM RESIDENTIAL	Number	Percent Change 86/85
SOURCE: U.S. Department of Agriculture		
East South Central	**290,070**	**– 2.3**
Alabama	51,480	– 3.7
Kentucky	98,010	– 1.0
Mississippi	45,540	– 4.1
Tennessee	95,040	– 2.0
West South Central	**311,309**	**– 7.7**
Arkansas	49,450	– 5.6
Louisiana	35,640	+ 1.4
Oklahoma	70,219	—
Texas	156,000	– 13.1
Mountain	**118,275**	**– 1.0**
Arizona	7,869	+ 0.9
Colorado	26,174	– 0.5
Idaho	23,760	– 2.4
Montana	23,270	+ 0.1
Nevada	2,196	– 4.1
New Mexico	12,784	– 1.7
Utah	13,536	– 1.6
Wyoming	8,686	– 2.4
Pacific	**157,466**	**+ 0.4**
Alaska	650	– 1.5
California	78,210	—
Hawaii	4,356	+ 5.0
Oregon	36,630	+ 1.3
Washington	37,620	—
TOTAL U.S.A.	**2,187,317**	**– 3.0**

HOUSING PERMITS Projected from 11 months	Number	Percent Change 86/85
SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)		
East South Central	**78,894**	**– 2.7**
Alabama	19,362	+ 5.9
Kentucky	14,071	+ 5.5
Mississippi	7,824	– 4.6
Tennessee	37,637	– 8.7
West South Central	**119,396**	**– 33.1**
Arkansas	8,696	– 12.0
Louisiana	10,415	– 42.6
Oklahoma	8,200	– 23.9
Texas	92,085	– 34.0
Mountain	**136,962**	**– 11.0**
Arizona	59,942	– 16.8
Colorado	29,881	– 6.5
Idaho	3,920	– 10.3
Montana	1,084	– 45.9
Nevada	15,910	+ 13.5
New Mexico	11,445	– 2.9
Utah	13,905	– 15.7
Wyoming	875	– 24.4
Pacific	**346,918**	**+ 5.7**
Alaska	1,321	– 67.2
California	293,157	+ 8.2
Hawaii	6,700	– 5.4
Oregon	9,960	– 16.8
Washington	35,780	+ 4.3
TOTAL U.S.A.	**1,738,080**	**– 0.2**

Coming next month:

THE ANNUAL DEALERSCOPE MERCHANDISING 400 ISSUE

the Line for 1987!

Friedrich

PEOPLE ON THE MOVE

Maytag Corp. announces corporate staff appointments: **Ed Banfield** and **Douglas Weekly** to the financial division.

Stuart Dean becomes general manager, laundry and dishwasher products for GE's Major Appliance Business Group. Dean succeeds **Bob Reid** who becomes general manager for the company's major appliance international operation.

Al Miserocchi, VP of sales and marketing at Thermador/WasteKing died on Feb. 4 after a long illness.

Welbilt Corp. promotes **David Mosteller** president, Frymaster division.

R.D. Tyler becomes president, COO of Fedders Corp., from senior VP and COO of Fedders air conditioning division.

Roger Merriam becomes division VP, new market development of Whirlpool International Division.

Whirlpool Acceptance announces the appointments of 10 regional VPs. **William McLaughlin**, Northeast region; **Arthur Vine**, Eastern region; **Frederick Polmanteer**, Midwest region; **Kenneth Cumberland**, Great Lakes region; **Frank Naccarato**, Southern region; **J.Wayne Moore**, Southeast region; **James Morphey**, Southwest region; **Robert Bryan**, Plains region; **H.Donald Hathcoat**, Western region; and **William Bunner**, Pacific Coast region.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1987

	January 1987	January 1986	Percent Change
ALL MAJOR APPLIANCES*	**4,082.4**	**3,601.0**	**+13.4**
COOKING — TOTAL	**1,599.0**	**1,336.6**	**+19.6**
Electric Ranges — Total	282.3	265.5	+ 6.3
Free Standing	227.6	219.2	+ 3.8
Built-In	54.7	46.3	+18.1
Microwave Ovens/Ranges**	1,332.1	1,086.9	+22.6
HOME LAUNDRY — TOTAL	**940.5**	**866.1**	**+ 8.6**
Automatic Washers	505.6	489.6	+ 3.3
Dryers — Total	434.9	376.4	+15.5
Electric	341.7	293.4	+16.5
Gas	93.2	83.0	+12.3
KITCHEN CLEAN UP — TOTAL	**804.6**	**718.4**	**+12.0**
Disposers	448.9	384.7	+16.7
Dishwashers — Total	337.3	318.9	+ 5.8
Built-In	312.8	295.4	+ 5.9
Portable	24.5	23.5	+ 4.3
Compactors	18.5	14.8	+25.0
FOOD PRESERVATION — TOTAL	**557.7**	**536.1**	**+ 3.6**
Refrigerators	473.8	448.4	+ 5.7
Freezers — Total	84.0	89.7	- 6.4
Chest	45.7	47.8	- 4.4
Upright	38.3	42.0	- 8.8
HOME COMFORT — TOTAL	**180.5**	**141.9**	**+27.2**
Room Air Conditioners	154.8	131.2	+18.0
Dehumidifiers	25.7	10.6	+142.5
GAS RANGES***	**181.3**	**148.4**	**+22.2**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.